

This listing of claims will replace all prior versions and listings of claims in the Application.

B. LISTING OF CLAIMS:

1. (Currently Amended): A method performed by a server for accessing incentives in a network, comprising:

receiving an access request from a device associated with a user and coupled to the network;

transmitting identifying information of at least one of a subscriber identification and a server identification corresponding to the access request to a host;

receiving incentive information from the host reflecting available incentives corresponding to the identifying information of at least one of the subscriber identification and the server identification, wherein the identifying information is provided to filter the available incentives based on an exclusion or inclusion list; and

transmitting a network document, including the incentive information, to the device associated with the user in response to the access request.

2. (Previously Amended): The method of claim 1, wherein receiving the access request from the device associated with a user, includes:

receiving a request for a document stored at least in part on the server.

3. (Previously Amended): The method of claim 1, wherein transmitting identifying information of at least one of the subscriber identification and the server identification

APPLICANT: Kamr AMJADI
SERIAL No.: 09/251,480
DOCKET No.: 24122-402

corresponding to the access request to the host, includes:

determining whether an indication exists that the user subscribes to receive information associated with available incentives.

4. (Previously Amended): The method of claim 3, wherein determining whether an indication exists that the user subscribes to receive information associated with available incentives, includes:

transmitting a subscriber request to the device associated the user; and
receiving a response from the device associated with the user, including the subscriber identification.

5. (Previously Amended): The method of claim 1, wherein transmitting identifying information of at least one of the subscriber identification and the server identification corresponding to the access request to the host, includes:

transmitting the subscriber identification corresponding to the device associated with the user to the host and the server identification corresponding to the server.

6. (Previously Amended): The method of claim 5, wherein receiving incentive information from the host reflecting available incentives corresponding to the identifying information, includes

receiving incentive information reflecting a selection of incentives based on at least one of the subscriber identification and the server identification.

APPLICANT:

Kamr AMJADI

SERIAL NO.:

09/251,480

DOCKET NO.:

24122-402

7. (Previously Amended): The method of claim 1, wherein receiving incentive information from the host reflecting available incentives corresponding to the identifying information, includes:

transmitting the subscriber identification corresponding to the device associated with the user to the host.

8. (Currently Amended): A computer-implemented method for accessing incentives in a network, comprising:

transmitting an access request to access a server in the network;

receiving a subscriber request from the server for a subscriber identification associated with the access request;

transmitting the subscriber identification to the server; and

receiving, in response to the access request, incentive information reflecting available incentives corresponding to the subscriber identification, wherein the server provides the subscriber identification to a host that ~~selects and transmits the incentive information to the server~~ filters the available incentives based on an exclusion or inclusion list associated at least ~~on~~with the subscriber identification.

9. (Previously Amended): The method of claim 8, wherein transmitting the access request to access the server in the network, includes:

providing a browser enabling a user to formulate and transmit the access request.

APPLICANT:

Kamran AMJADI

SERIAL NO.:

09/251,480

DOCKET NO.:

24122-402

10. (Currently Amended): The method of claim 8, wherein receiving, in response to the access request, incentive information reflecting available incentives corresponding to the subscriber identification, ~~wherein the server provides the subscriber identification to the host that selects and transmits the incentive information to the server,~~ includes:

receiving selected incentive information reflecting a server identification associated with the server, wherein the server provides the server identification to the host for selection of the incentive information.

11. (Currently Amended): A system for accessing incentives in a network, comprising:
access request receiving means for receiving an access request from a device associated with a user;

identifying information transmitting means for transmitting identifying information of at least one of a subscriber identification and a server identification corresponding to the access request to a host;

incentive information receiving means for receiving incentive information from the host reflecting available incentives corresponding to the identifying information, wherein the identifying information is provided to filter the available incentives based on an exclusion or inclusion list; and

network document transmitting means for transmitting a network document, including the incentive information, to the device associated with the user in response to the access request.

APPLICANT:

Kamran AMJADI

SERIAL NO.:

09/251,480

DOCKET NO.:

24122-402

12. (Previously Amended): The system of claim 11, wherein the access request receiving means includes:

partial document receiving means for receiving a request for a document stored at least in part on the server.

13. (Previously Amended): The system of claim 11, wherein the identifying information transmitting means includes:

subscriber determining means for determining whether an indication exists that the user subscribes to receive information associated with available incentives.

14. (Previously Amended): The system of claim 13, wherein the subscriber determining means includes:

request transmitting means for transmitting a subscriber request to the device associated with the user; and

response receiving means for receiving a response from the device associated with the user, including the subscriber identification.

15. (Previously Amended): The system of claim 11, wherein the identifying information transmitting means includes:

identification transmitting means for transmitting the subscriber identification corresponding to the device associated with the user to the host and the server identification corresponding to the server.

APPLICANT:
SERIAL NO.:
DOCKET NO.:

Kamran AMJADI
09/251,480
24122-402

16. (Previously Amended): The system of claim 15, wherein the incentive information receiving means includes:

incentive obtaining means for obtaining incentive information reflecting a selection of incentives based on at least one of the subscriber identification and the server identification.

17. (Previously Amended): The system of claim 11, wherein the incentive information receiving means includes:

subscriber transmitting means for transmitting the subscriber identification corresponding to the device associated with the user to the host.

18. (Currently Amended): A system for accessing incentives in a network, comprising:
access request transmitting means for transmitting an access request to access a server in the network;

subscriber request receiving means for receiving a subscriber request for a subscriber identification associated with the access request;

subscriber transmitting means for transmitting the subscriber identification to the server;
and

incentive information receiving means for receiving, in response to the access request, incentive information reflecting available incentives corresponding to the subscriber identification, wherein the server provides the subscriber identification to a host that selects and transmits the incentive information to the server filters the available incentives based on an

APPLICANT: Kamr AMJADI
SERIAL NO.: 09/251,480
DOCKET NO.: 24122-402

exclusion or inclusion list associated at least on with the subscriber identification.

19. (Previously Amended): The system of claim 18, wherein the access request transmitting means includes:

browser providing means for providing a browser enabling a user to formulate and transmit the access request.

20. (Previously Amended): The system of claim 18, wherein the incentive information receiving means includes:

incentive obtaining means for obtaining selected incentive information based at least on a server identification associated with the server, wherein the server provides the server identification to the host for selection of the incentive information.

21. (Currently Amended): A system for distributing information in a network, comprising:

a host server having at least one of an incentive distribution module and an account creation module accessible to a plurality of subscribers;

a plurality of network servers coupled to and selectively accessible to the host server for providing identifying information of at least one of a subscriber identification and a server identification to the host, wherein the identifying information is provided to the incentive

distribution module to filter available incentives based on an exclusion or inclusion list; and

at least one client machine coupled to and selectively accessible to at least one of the

APPLICANT:

Kamran AMJADI

SERIAL No.:

09/251,480

DOCKET No.:

24122-402

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network servers for accessing network documents, wherein when at least one subscriber causes the at least one client machine to access one of the network servers, the accessed network server communicates with the host server to obtain data corresponding to the at least one subscriber, and wherein the at least one client machine is adapted to present the data from the host to the at least one subscriber.
